WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	**Commercial Finance Manager**
Internal Reference	CEN-0456
Business Unit / Group Function	Central Services, BBU
BU Team / Sub-Function	Finance
Location	Singapore
Team Leader Role	Head of Finance – SEA
Role Level	4A
Team Members	No

Role Purpose

- Partner closely with the business to drive and challenge decision makings to reach commercially sound consensus for maximising company profits and growth.
- Embed a Business Performance Review culture and through processes that provide quality tracking on all aspects of business performance – including but not limited to financial performance & analysis, channel and trade performance and brand performance.
- Provide direction and recommendations to drive business performance across the value chain.
- Manage Customer Discount and A&P investment through solid processes in evaluation and review to ensure transparency and efficiency.
- Work with the Country Manager to drive predictability in the business, ensuring high accuracy in the volume and overall FYE (Full Year Estimate).
- Work with external partners to ensure statutory requirements are submitted accurately and in a timely manner.
- Embed and enforce business controls within the business, in line with both internal and external guidelines.

Accountabilities

- Coordinate total company budgeting process including submission to region/global.
- Drive the monthly forecasting process, ensuring consistency across the operating rhythm (S&OP, Cycle Planning, Business Performance Management, FYE and R&O).
- Develop Business Performance Review agenda/process including monthly reports, depletion and trade stock analysis, LE's and Budget variance analysis to ensure timely and effective decisions.
- Coordinate A&P and Customer Discount investment processes to ensure the goal delivery of budgets and commercial plans.
- Implement and lead the M&E process to drive A&P effectiveness. Leverage learning to support Sales & Marketing functions develop robust Marketing and Commercial plans.
- Develop processes to drive insightful performance analysis such as customer profitability, trade term and channel investment analysis.
- Input and support to all pricing (value chain), customer trade terms, and trade promotion decisions.
- Input and support to all A&P investment decisions and metrics.
- Ensure proper controls and compliance across the business.
- Drive the Risk and Opportunity conversation within the market.

Created by:	Augie Cayetano

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